

## ORDER



**Orders**  
**Order / Rev:** 218715  
**Alt Order #:**  
**Product Desc:** 10/31-11/6 KAINE FOR SENATE 2012  
**Estimate:** 13024  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/30/12 / 10/30/12  
**Order Type:** REG

**WVBT**

**Primary AE:** WVBT National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	6	\$2,680.00	\$2,278.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$2,680.00	\$2,278.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$2,680.00</b>	<b>\$2,278.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	11/01/12	11/06/12	M-F 730-8p DISH Nation	CM	730-8p	MT-TF--	:30	1	\$60.00	P5	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--		2				\$60.00		0.00			
Week:		11/05/12	11/11/12	M-----		1				\$60.00		0.00			
N 2	WVBT	11/01/12	11/01/12	Thur Prime Other 1 Thursday 8-10p	CM	8-10p	---T---	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1				\$1,500.00		0.00			
N 3	WVBT	11/01/12	11/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-TF--	:30	1	\$500.00	P2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1				\$500.00		0.00			
Week:		11/05/12	11/11/12	M-----		1				\$500.00		0.00			
													<b>Totals</b>	<b>6</b>	<b>\$2,680.00</b>